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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

What is claimed is:

1. (Previously Presented) A lighting device, comprising:
a linear light source having a longitudinal axis, and having a first end and a second end defining a light-emitting length therebetween;
a translucent region positioned substantially intermediate said first and said second ends, said translucent region having a length substantially less than the light-emitting length; and
a reflective member having an axis substantially coincident with said longitudinal axis, said reflective member positioned intermediate said first end and said translucent region to direct light emitted from a substantial portion of said linear light source toward said translucent region.
2. (Original) The lighting device of claim 1, wherein said linear light source comprises a gas discharge lamp.
3. (Original) The lighting device of claim 1, wherein said translucent region comprises a lens.
4. (Original) The lighting device of claim 3, wherein said lens comprises at least one of a convex and a concave surface.

5. (Original) The lighting device of claim 1, wherein said translucent region comprises a plurality of prisms.
6. (Original) The lighting device of claim 1, wherein said reflective member is shaped and sized to securely engage said linear light source and said translucent region.
7. (Original) The lighting device of claim 1, wherein said reflective member comprises a reflector having at least three polygonal sides.
8. (Original) The lighting device of claim 1, wherein said reflective member comprises more than one reflector having at least three polygonal sides.
9. (Original) The lighting device of claim 1, wherein said reflective member comprises at least one substantially conical shaped reflector.
10. (Original) The lighting device of claim 9, wherein said at least one substantially conical shaped reflector includes two conical-shaped reflectors of different corresponding diameters and the smaller of said conical shaped reflectors is oriented toward an end of said linear light source.

11. (Original) The lighting device of claim 1, wherein said reflective member comprises more than one substantially conical shaped reflector having circular cross-sections in which the smallest of each of said circular cross-sections of each of said reflectors is oriented toward an end of said linear light source.

12. (Original) The lighting device of claim 9, wherein said substantially conical shaped reflector has a substantially right circular cone shape.

13. (Original) The lighting device of claim 10, wherein each of said substantially conical shaped reflectors has a different axial length.

14. (Original) The lighting device of claim 1, wherein said translucent region has a substantially cylindrical shape and a central axis coincident with said longitudinal axis.

15. (Original) The lighting device of claim 1, wherein said translucent region emits a substantially collimated beam of light.

16. (Original) The lighting device of claim 1, wherein said reflective member comprises a specular reflector.

17. (Original) The lighting device of claim 1, wherein said reflective member comprises a diffuse reflector.

18. (Original) The lighting device of claim 1, wherein said reflective member comprises a reflective coating affixed to a surface.

19. (Original) The lighting device of claim 1, wherein said reflective member includes a silver reflective film.

20. (Original) The lighting device of claim 1, wherein said reflective member comprises a metal reflector.

21. (Original) The lighting device of claim 1, wherein said reflective member comprises a reflective film.

22. (Original) The lighting device of claim 1, wherein said translucent region has an arc of 360 degrees.

23. (Previously Presented) The lighting device of claim 1, wherein said translucent region has an arc of less than 360 degrees.

24. (Currently Amended) A lighting device, comprising:
a linear light source having a first end and a second end;
a translucent region positioned substantially intermediate said first and said second ends,
said translucent region completely surrounding a portion of the linear light source; and
means for directing light emitted from said linear light source toward said translucent
region, said directing means having a common longitudinal axis with said linear light source,
wherein said directing means comprises at least one substantially conical shaped
reflector.

25. (Original) The lighting device of claim 24, wherein said linear light source
comprises a gas discharge lamp.

26. (Original) The lighting device of claim 24, wherein said translucent region
comprises a lens.

27. (Original) The lighting device of claim 26, wherein said lens comprises at least
one of a convex and a concave surface.

28. (Previously Presented) The lighting device of claim 24, wherein said translucent
region comprises a plurality of prisms.

29. (Original) The lighting device of claim 24, wherein said directing means is shaped
and sized to securely engage said linear light source and said translucent region.

30. (Currently Amended) ~~The lighting device of claim 24,~~ A lighting device
comprising:
a linear light source having a first end and a second end;
a translucent region positioned substantially intermediate said first and said second ends,
said translucent region completely surrounding a portion of the linear light source; and
means for directing light emitted from said linear light source toward said translucent
region, said directing means having a common longitudinal axis with said linear light source,
wherein said directing means comprises a reflector having at least three polygonal sides.

31. (Original) The lighting device of claim 24, wherein said directing means
comprises more than one reflector having at least three polygonal sides.

32. (Canceled)

33. (Currently Amended) The lighting device of claim 24 ~~claim 32~~, wherein said at
least one substantially conical shaped reflector includes two conical-shaped reflectors of
different corresponding diameters and the smaller of said conical shaped reflectors is orientated
toward an end of said linear light source.

34. (Original) The lighting device of claim 24, wherein said directing means
comprises more than one substantially conical shaped reflector having circular cross-sections in
which the smallest of each of said circular cross-sections of each of said reflectors is orientated
toward an end of said linear light source.

35. (Currently Amended) The lighting device of claim 24 ~~claim 32~~, wherein said substantially conical shaped reflector has a substantially right circular cone shape.

36. (Original) The lighting device of claim 33, wherein each of said substantially conical shaped reflectors has a different axial length.

37. (Original) The lighting device of claim 24, wherein said translucent region has a substantially cylindrical shape and a central axis coincident with said longitudinal axis.

38. (Original) The lighting device of claim 24, wherein said translucent region emits a substantially collimated beam of light.

39. (Original) The lighting device of claim 24, wherein said directing means comprises a specular reflector.

40. (Original) The lighting device of claim 24, wherein said directing means comprises a diffuse reflector.

41. (Original) The lighting device of claim 24, wherein said directing means comprises a reflective coating affixed to a surface.

42. (Original) The lighting device of claim 24, wherein said directing means includes a silver reflective film.

43. (Original) The lighting device of claim 24, wherein said directing means comprises a metal reflector.

44. (Original) The lighting device of claim 24, wherein said directing means includes a reflective film.

45. (Original) The lighting device of claim 24, wherein said directing means comprises a reflective coating coupled to a surface.

46. (Original) The lighting device of claim 24, wherein said directing means comprises a metal reflector.

47. (Previously Presented) The lighting device of claim 1, wherein the length of the translucent region is approximately fifty percent of the light-emitting length.

48. (Previously Presented) The lighting device of claim 1, wherein the length of the translucent region is between about one percent and about fifty percent of the light-emitting length.

49. (Previously Presented) The lighting device of claim 24, wherein the linear light source defines a light-emitting length that extends from the first end to the second end, and the translucent region defines a length, and wherein the length of the translucent region is approximately fifty percent of the light-emitting length.

50. (Previously Presented) The lighting device of claim 24, wherein the linear light source defines a light-emitting length that extends from the first end to the second end, and the translucent region defines a length, and wherein the length of the translucent region is between about one percent and about fifty percent of the light-emitting length.

51. (Previously Presented) The lighting device of claim 1, further comprising a second reflective member positioned intermediate said second end and said translucent region to direct light emitted from said linear light source toward said translucent region.

52. (Previously Presented) The lighting device of claim 51, wherein the translucent region, the reflective member, and the second reflective member together extend substantially the full light-emitting length.